The ECONOMICS PRESS, INC.
270 PLEASANT VALLEY WAY
WEST ORANGE, NEW JERSEY 07052

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WEST ORANGE N.J.

U.S. POSTAGE

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P.O. 606509

Mr. T. H. Nelson
Systems Const.
Box 1546
Poughkeepsie, New York 12603

The Day the President "SOLD" the Sales Manager!

J. B., the President, had a habit of getting directly to the point. "George," he said, as the Sales Manager entered his office, "What do you know about SALES BULLETS?"

"SALES BULLETS?"

"Yes, these," J. B. continued, tossing a couple of samples across his desk.

"Oh, yes!" George said, "I've seen them. I get some through the mail every so often."

"What do you think of them?" J. B. asked.

"Very clever."

"Then why aren't we using them?"

"I've thought about it," George explained. "The trouble is our men get so much to read now that they never look at half of it. This would just be something else for them to throw away."

"That's the point!" J. B. broke in. "You're the Sales Manager, George, but these little gadgets--with the cartoons and sales tips--look to me like something that would get read."

"You feel pretty strongly about these SALES BULLETS, don't you J. B. ?"

"George, I feel strongly about finding ways of getting the most we can out of our salesmen. I think this is worth a try."

"I'll see if the sales budget can stand it."

"I thought I was the tightwad around here," J. B. grunted. "Forget about your budget. According to this letter from the publisher, we can try SALES BULLETS at his risk. If we don't get results, we just stop. It doesn't cost a cent!"

"Sounds like we can't lose," said George, brightening. "And if they do work, we might be able to cut out a lot of the other stuff we've been sending."

"Now you're talking! Here, George, take this card with you and send in our order. Let's start using them as soon as we can."

George arose, walked to the office door, and then paused. "I was just thinking, J. B.," the Sales Manager shot back over his shoulder, "It's a shame they keep you so busy up here. We could use a salesman like you out in the field!"

* * * * * * * * * * *

The above story is strictly fictitious. Frankly, we wish it weren't. We wish every company president whose sales manager hasn't tested SALES BULLETS would call the gentleman in and talk things over in the above fashion.

There's nothing fictitious, however, about the risk-free trial offer. Just send us your order on the enclosed card and we'll send you a brand new SALES BULLET every two weeks--one for every salesman on your force.

After receiving these three issues, if you are not completely sold on this service--if you are not convinced that it is helping stimulate your men to greater, more effective sales efforts--just tell us to cancel your subscription. You will owe us nothing.

The purpose of this offer is to prove to you--as an executive charged with responsibility for sales results--that SALES BULLETS will help you do that job. Would you give us a chance to do so... entirely at our risk?

No matter what form of sales training you are now using, these bi-weekly messages are designed to fit in perfectly. They are a plus factor that will increase the effectiveness of your own efforts.

You can order copies of SALES BULLETS for distribution to each of your men at the following quantity prices:

5-19	copies of each issue	25¢ each
20-49	copies of each issue	20¢ each
50-99	copies of each issue	15¢ each
100-199	copies of each issue	12¢ each
200 or more	copies of each issue	10¢ each

Some subscribers like us to individualize SALES BULLETS with their company name or the name of their Sales Manager, like this:

or

Others want an additional message on the back cover. Imprinting costs only $3 additional per issue plus $1 per line for any typesetting required. As long as you do not change the imprint there is only one typesetting charge.

Why not try SALES BULLETS and see what they can do for you? Mail the enclosed card today and start with the next issue!

Sincerely,

John L. Beckley

John L. Beckley
Publisher

"We have subscribed for several years to SALES BULLETS.

"In my particular area we have 33 Sales Supervisors receiving these booklets as they come out, and they advise me that they look forward to receiving them and have picked up many good ideas that have been instrumental in obtaining additional orders."

R. H. Edgerton, Branch Manager
The Hoover Company, North Canton, Ohio

"For several years we have supplied our salesmen with your monthly SALES BULLET. A few times we have considered dropping it, but each time the salesmen themselves have convinced us of its value to them and to us. They read it, use it, and look forward to it, so it must be good."

G. W. McCall, Co-Publisher
Hollywood Sun-Tattler, Hollywood, Fla.

"SALES BULLETS have in a subtle manner helped us put across messages to our salesmen that are difficult to express in a friendly manner. They are humorous and each issue provides a message worth remembering. We look forward to receiving these BULLETS and the salesmen ask for them should they be overlooked in distribution."

A. G. Lawrie, Vice President — Sales
Long Transportation Company, Detroit, Mich.

"We are tempted to send out much more training material, but hesitate with the realization that most of it is not read. The beauty of SALES BULLETS is its brevity, humor and helpfulness.

"A good deal of the effectiveness of SALES BULLETS is measured by the good comments we receive from the salesmen who receive them."

W. M. McManus, Sales Manager
Stop & Save Trading Stamp Corp., S. Hackensack, N. J.

Here are some of the companies which have used SALES BULLETS

American Airlines
American Cable & Radio Corp.
American Express
Bendix Corp.
Chesapeake & Potomac Tel. Co.
Cole of California
Columbia Record Distributors
Conn Organ
Culligan Soft Water
Dale Carnegie & Associates, Inc.
Dutchmaid, Inc.
Encyclopedia Americana
General Electric
B. F. Goodrich Co.
IBM Corp.
Jones & Laughlin Steel
Kaiser Aluminum
Kinney Shoe Corp.
Lenox, Inc.
Liggett & Meyers Tobacco Co.
Lockhart Iron & Steel Co.
McGraw-Edison
Merrill Lynch, Pierce, Fenner & Smith
Mid America Business Forms, Inc.
Mountain States Tel. & Tel.
Mutual of Omaha
Oscar Mayer & Co.
Pacific Telephone & Telegraph
Parker Pen Co.
Philadelphia Gas Works
Red Kap, Inc.
Reynolds Metal Co.
Royal Crown Cola Co.
Sealy Mattress Co.
Seven Up Bottling
Sinclair Petrochemicals, Inc.
Singer Co.
Southern Bell Tel. & Tel.
Southern Railway Co.
Spaulding Sports Store
Swift & Co.
TWA
U. S. Gypsum
United Steel & Wire
Westinghouse Credit Corporation

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SALES BULLETS is a subscription service. A brand new issue appears every two weeks. This page is blank on regular subscription copies —— available for your advertising message if desired. Your name may also appear, if you wish, underneath the title on the first page, i.e.: "A SALES BULLET from XYZ Company." Imprinting costs an additional $3 per issue.

QUANTITY PRICES (Shipped in Bulk)

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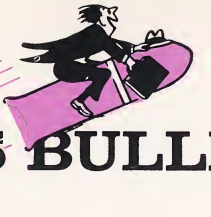
WEST ORANGE, N. J.

Two Week Appointment Schedule

Mon	Mon
Tues	Tues
Wed	Wed
Thurs	Thurs
Fri	Fri

It isn't what you know about selling that counts — *it's what you do.*



A SALES BULLET

Let your prospect talk! Make him talk! It's the best way to discover his needs, desires and objections—facts you need in order to close the sale.

By listening—not by talking—you can find the keys that will unlock a sale.

Let the prospect talk. Make him talk! You Listen.

The more you can get a man to open up and tell you what is on his mind, the better your chance of closing the deal. The prospect who won't say much is usually the hardest to sell.

In order to convince a prospect you have to show him how your product or service will meet his needs and satisfy his wants. But how can you tell, for sure, exactly what his needs and wants are, and which ones he considers the most important? So why not ask him?

And how can you meet his objections unless he'll open up and tell you what they are? So why not encourage him to do it?

Use your head and ears, not your vocal cords. Don't be in such an all-fired hurry to tell the prospect about your product or service. First find out about him. Ask leading questions; show your interest in his answers. Warm him up with your close attention.

When you present your sales points, stop occasionally for any questions. Ask the prospect if he understands and agrees; whether there is anything in his experience which might make him think differently.

The more you can draw your prospect into the conversation, the more you will learn about him, his attitudes and the way he thinks. Many times he'll supply the very facts you need in order to make the strongest possible appeal.

When the prospect raises an objection, hear him out. Never cut him off or try to anticipate what he has to say. Get him to express the objection fully and completely while you listen carefully. Then—after you are thoroughly and completely familiar with his objection—answer it.

When the prospect hasn't raised any objections, yet still seems reluctant to act, you've got a problem. There *is* an objection —maybe several—that he isn't telling you about. Tell him you realize this, and ask him if he won't be frank and tell you what his objection really is.

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It isn't what you know about selling that counts — *it's what you do.*

A SALES BULLET

The salesman who breaks records keeps records. He knows they increase his effectiveness and boost his sales.

Did you ever hear of the cawdor bird? The cawdor always flew backwards because it didn't care where it was going—it was only interested in where it had been.

AS FAR AS A salesman is concerned, keeping track of where you have been is one of the best ways of knowing where you are going. The difference between a top notch salesman and the also-ran may be nothing more than a system of record-keeping and planning which enables the more successful man to make better use of his time and talents.

All salesmen are human. Like everyone else, no salesman likes tending to details—filling out reports—planning itineraries—and keeping records. But, the successful salesman knows that his record-keeping system is just as important as the product or service he represents.

You can't have a hit-or-miss sales plan. You can't trust your memory to record the vital statistics of each and every prospect and customer. It's impossible to get maximum mileage from home office support unless your systems and records are synchronized with those of your company.

An alert salesman maintains a detailed set of prospect and customer cards on which he notes information after every call. He reviews this information and "freshens up" before every call-back. You should be just as methodical about your customer cards as your physician is about his medical history of patients.

A successful salesman always is making notes . . . notes about little things as well as important items. Every day, the note pad is filled with promises, problems, observations and reminders of things to do. After the face-to-face calling day is over, the notes are sifted out, and put into their proper "slots" for immediate or future action . . . acknowledgment letters, memoranda to the office or factory, sales call reports, pertinent notations on customer cards and so on.

Part of your record-keeping system must be an efficient tickler file—arranged by dates—to automatically remind you of things you ought to do . . . and when to do them. Because time plays such terrible tricks on memory, your follow-up file is absolutely essential to keeping abreast of many, many things you must remember to do.

Why bother? Because it pays. You can't break sales records unless you keep records.

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YOU MAY WISH TO RETAIN THIS STUB FOR YOUR RECORDS.

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West Orange, N. J.
Permit No. 614

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John L. Beckley, President, The Economics Press, Inc., 270 Pleasant Valley Way, West Orange, New Jersey 07052

☐ **CONFIRM:** Send us the next three issues of SALES BULLETS as a trial so we can judge for ourselves its effectiveness for our salesmen and dealers. No obligation to purchase; no salesman will call; nothing to return. If not completely convinced of its value, we shall cancel the service after receiving the trial issues, and owe nothing. Otherwise, please continue the service and bill us for these issues at your regular quantity rates.

Please send . . . . . ***copies of each issue, one for each salesman.***
(WRITE HOW MANY)

Name . . . . . Title . . . . .

Company . . . . .

Street & No. (or P.O. Box) . . . . .

City . . . . . State . . . . . Zip . . . . .

Important: Even after the above free introductory trial, SALES BULLET users may discontinue the service, without question, at any time. However, we would appreciate ten days' notice.

Kindly R.S.V.P.
by returning this postage-free card **H**

The above free trial offer is intended for bona fide business organizations and is not available to individuals. It is made to a limited number of companies at a time. If you do not choose to take advantage of it, we would still appreciate hearing from you. Just note your wishes here.

☐ **CANCEL:** We do not wish to accept your offer of a risk-free trial of SALES BULLETS.

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